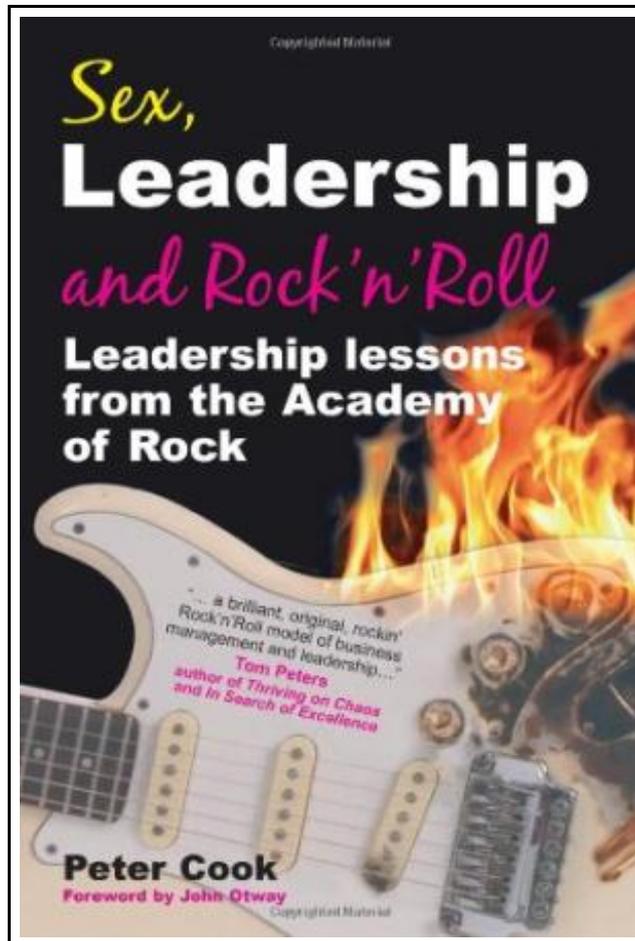


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Crown House Publishing, United Kingdom, 2006. Paperback. Book Condition: New. 230 x 156 mm. Language: English . Brand New Book. At last, a book that cuts through the jargon of leadership and personal development. It offers a real world source of inspiration and provocation in areas such as: creativity, innovation, relationships, motivation, leadership, high performance, learning, and reinvention. The unique approach springs from the mix of leading edge concepts with the wisdom of the street in the form of rock music. This is served up in a quirky, challenging but intelligent way. Peter Cook has been able to skilfully synthesise these diverse viewpoints because of his background, both as a business academic, MBA graduate and tutor, strategy consultant and thought leader and also as a musician, writing and performing music, in rock bands. The book examines the issues using the language of Sex, Drugs, and Rock n Roll rather than that of prophets, consultants, and gurus. In this context, the letters MBA stand for Management By Attitude.



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